

Bloomberg Businessweek

May 11 — May 17, 2015

Opening Remarks All those FOBs (Friends of Bill) are turning into PFHs (Problems for Hillary)	8
Bloomberg View Tough love for Puerto Rico • Body cams won't solve our policing problem	10
Global Economics	
Europe may be catching a break	12
The tug of war over Sri Lanka	13
China's latest export: Money	14
As U.S. homeownership falls, inequality rises	15
The ruble's quick march across eastern Ukraine	16
A slowdown for Brazil may mean another showdown for Dilma	17
Companies/Industries	
Female executives are doing it for themselves—and each other	19
At McDonald's, billions and billions of questions	21
Bush pilots of the Outback look for different passengers	21
Your diabetes may be under control, but the cost of your diabetes drug? Forget it	22
Briefs: Adidas scores; Panera Bread cleans up its menu	23
Politics/Policy	
The fresh face behind the MoveOn of the Right	25
This week's crop of presidential candidates in their own words	26
Big Data comes to the rescue of little kids	27
In health care, it's not quantity, but quality (whatever that is)	26
The right of the people to keep and bear knives shall not be infringed	29
Technology	
Oh, sure, Harvard's great, but where'd you go to coding camp?	30
The Chinese get fed up with Chinese knockoffs	32
Improving customer service at the Worst Company in America	32
For newly legal pot dealers, tracking inventory and quality control are chronic problems	33
Innovation: The Top Flight drone, Prius of the skies	34
Markets/Finance	
Uneasy lies the crown for the king of emerging markets	36
The first Libor-rigging case finally comes to court	37
An ETF that might be the closest thing to an M&A crystal ball	38
Bid/Ask: Patterson nabs veterinary giant Animal Health	39
Special Issue	
Design 2015	41
Pretty vs. Useful Where form doesn't follow function, and vice versa	42
The Googleplex Somewhere, Buckminster Fuller is singing	52
Selvaggia Armani How 3D printing is saving Italy's artisans	60
Houzz One couple's remodeling frustrations launch a global bazaar	67
Rachel Comey The quest to make the perfect wear-anywhere outfit	68
Lindsey Adelman A visit to the lighting designer's Department of Fantasy	72
Framestore The first true virtual-reality ads	76
Dolly Singh Rocket scientists go to work on a better high heel	80
Shinola One brand's attempt to knock the rust off America's supply chain	84
The Future Of The robots will be friendly, even if they can't smile	86
Michael Bierut Helps a certain business rag refine its pitch	92

Cover Trail

How the cover gets made

1 "The cover is our Design Issue, featuring Bjarke Ingels, one of the two main architects of the new Googleplex."

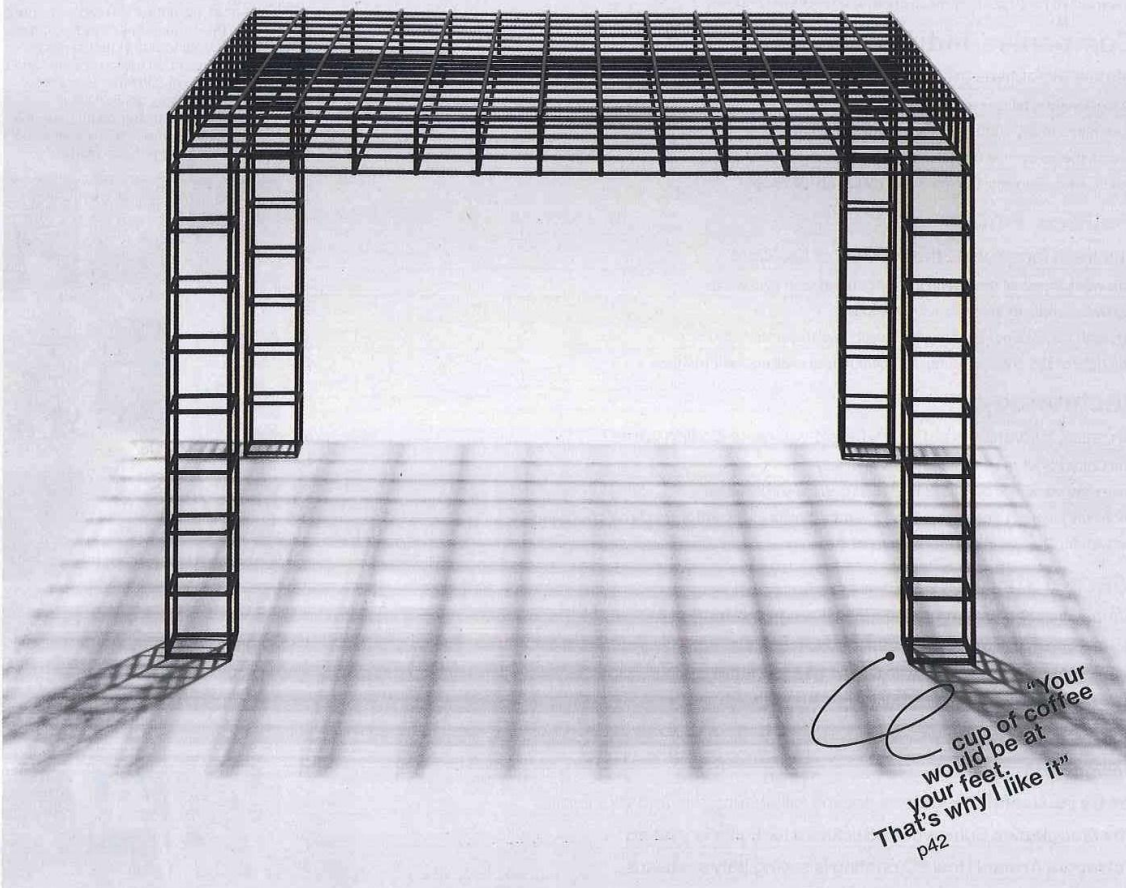
"I look forward to this issue every year. It has the warmth and familiarity of an heirloom Elder Statesman cashmere blanket. Design is basically second nature to me. It's what I eat, breathe, drink, and bathe in. I fell deeply in love with it as soon as I saw my first typeface, which was Arial Medium. That was the font used on the nameplate of the doctor who pulled me from my mother's womb. I was born to do this cover. After decades of deep study, hundreds of thousands of dollars spent on design courses and expensive software, I have the overflowing confidence of a Renaissance master about to lay the first hammer stroke to the chisel on a slab of raw Italian marble."



COVER AND COVER TRAIL PHOTOGRAPHS BY ADAM MENGUALL FOR BLOOMBERG BUSINESSWEEK. ECCE HOMO LINDO DE VALIERI/DEMOTIX/CORBIS

The Design Issue

p41



“People don’t want to be seen as shady, barely legalized drug dealers anymore”

p33

“There’s a time and a place for knives”

p29

“All you need is eyes. Give me eyes, and I can make this thing expressive”

p86